**WHAT IS CLAIMED IS:**

1. An image capture device for capturing an image comprising:

(a) a substrate

(b) an image sensor on the substrate for receiving incident light; and

(c) non-volatile, programmable memory on the substrate for storing predetermined variables that are loaded into predetermined circuitry used to manage the image sensor upon startup.

2. The image capture device as in claim 1, wherein the programmable memory is PROM, FLASH or EPROM for providing non-volatile memory that keeps its contents when power is removed.

3. The image capture device as in claim 2, wherein the image sensor and integrally disposed programmable memory are components of a digital still camera.

4. The image capture device as in claim 1 further comprising a dedicated logic for loading the non-volatile memory prior to image capture.

5. A method for initiating startup of an image capture device, the method comprising the steps of:

(a) providing an image sensor for receiving incident light;

(b) providing a microprocessor for assisting the image sensor in image capture; and

(c) loading predetermined variables from non-volatile, programmable memory into the image sensor upon startup.

6. The method as in claim 5, wherein step (c) includes providing PROM, FLASH or EPROM as the non-volatile programmable memory.

7. The method as in claim 6 further comprising the step of enclosing the image sensor and integrally disposed programmable memory in a digital still camera.

8. The method as in claim 5 further comprising the step of providing dedicated logic for loading the non-volatile, programmable memory prior to image capture.